



TOBACCO POLITICS IN ARIZONA

18 YEARS OF SUCCESS AGAINST THE TOBACCO INDUSTRY

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OVERVIEW

- Ancient History
- Modern History
- Changing Climate
- Protecting the \$
- Moving to new heights
- Clean Air
- A new player, a new tax



ANCIENT HISTORY ('94 – '00)

- 1994: 1st Tobacco Tax Initiative (\$.40)
- '95 thru '97: Nuclear Winter
- Struggle to Build Strong TEPP
- Clean Indoor Air Activity begins at the Community Level



1994: 1st Tobacco Tax Initiative (\$.40)

- AZHHA takes initiative (enlightened self interest), following CA & MA
- Partnership w/ ACS, ALA, AHA
- Funds used for healthcare and tobacco education & prevention
- Barry Goldwater: honorary chair, conservative promoting tobacco tax, provides credibility



1994: 1st Tobacco Tax Initiative (\$.40) (con't)

- Tobacco lobby in AZ very strong
- We are black hats
- Threats from Gov & Pres of Senate
- Very limited budget
- Outspent 4 to 1
- Slimmest margin: but VICTORY



'95 thru '97: Nuclear Winter

- Tobacco prevention hires lobbyist: conservative republican
- All threats from Gov, Leg & media carried out
- Three years of preemption battles & attempts to undermine and overturn tax
- Goldwater, lobbyist & few friends prevail



Struggle to Build Strong TEPP

- TUPAC created & conflicted
- DHS staff told to freeze out tobacco experts, not allowed to interact
- GOV thru DHS puts on spending limit & restricts use of funds to progs for youth and pregnant women
- In spite of resistance an award winning campaign is born:



Anyone from AZ ever hear

TOBACCO: TUMOR CAUSING,
TEETH STAINING, SMELLY,
PUKING HABIT!!!

Clean Indoor Air Activity begins at the Community Level



- Starts in Flagstaff
- “Rolling Thunder” born & partially funded by RWJ
- Mesa X 2
- Tucson & Pima County
- 10 smaller communities
- Tempe the final straw (statewide language born)



MODERN HISTORY ('00 TO PRESENT)

- TEPP Strong & Effective
- Program Makes Many Friends
- Voter Protection Act Passed '98 (2/3 majority to change initiatives)
- AZ Suffers Financial Disasters '01
- Leg Cuts Everywhere, Including TEPP
- Voluntaries Mobilize to Protect TEPP



CHANGING CLIMATE

- Black Hats to White Hats
- Highly Visible and Successful Program
- People Could See the Benefits
- Ad Campaign Made Many New Friends
We Never Had Before (more
enlightened self interest)



TWO STRATEGIES

- Voluntaries Pursue Initiative W/ New Partners and a New Fundraising Plan.
- Goals were: Protect TEPP, Raise Tax, Secure \$ for Disease Prev. & Early Det.
- Hospital Assoc. & Members Pursue Leg. Referendum (Leg Refer to Ballot).
- Goals were: Raise Tax, Designate \$ to Health Care.



STRATEGIES CONVERGE

- Initiative Moving Along
- Leg Sees Advantage of Tax
- Ideas Converge: Protect TEPP, \$ for Prev & Det
- Vols Stop Initiative & Agree to Campaign for Referendum
- Old Team Back Together W/ New Pards



CAMPAIGNS MERGED AND CARRIED OUT

- Staff & \$ from Two Strategies Merged
- More Polls Taken & Ad Firm Hired
- Limited Opposition But:
- Very Noisy Initiative Year
- Long & Confusing Ballot
- Needed to Put Issue on Voter's Radar



VICTORY

- By a 2 to 1 Margin
- TEPP & Funding Voter Protected
- New \$ for Health & Welfare Progs
- New \$ for Prevention & Early Detection Activity Managed by AZDHS.



SMOKEFREE AZ: 2006 PROP 201

- Same partners reunite
- Took Tempe language statewide
- Strong tobacco opposition: outspent 8/1
- Opposition included alternative Prop
- Major difference: bars, enforcement, tax (\$.02 for enforcement)
- Overwhelming victory



2006 PROP 207: tobacco tax & education

- Increased tax by \$.80 (not .80 cent)
- All money earmarked for education
- No “backfill” language
- Price elasticity issue
- TEPP revenue will be reduced



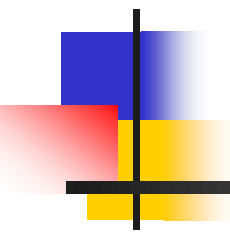
TODAY

- BTCD alive & well
- Last tax: new chronic disease fund
- Chronic disease & tobacco strategic plans created
- TRUST Commission: provides advice & oversight
- Economy poses new threats



So what!!!...did it accomplish?

- A steady and protected income source
- A full time DHS bureau dedicated to tobacco prevention, cessation & CD
- A year-round state-wide effort driven by a comprehensive strategic plan with:
- A strong media component and local activity in every county
- BUT WAIT, THERE'S MORE....



According to the Behavioral Risk Factor
Surveillance System (BRFS) 2008:

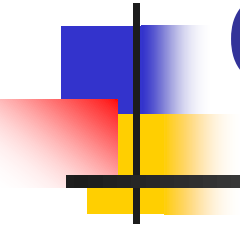
THE RATE OF ADULT SMOKING
(IN ONE YEAR) DROPPED FROM
19.8% TO 15.7%



WHICH TRANSLATES INTO:

- A 4 POINT, 21% DECLINE
- 170,000 FEWER ADULT SMOKERS
- THE LARGEST DECLINE IN ANY STATE THAT YEAR
- AZ MOVES FROM 26TH TO 7TH IN THE NATION

BUT THE SAGA DOTH
CONTINUE.....





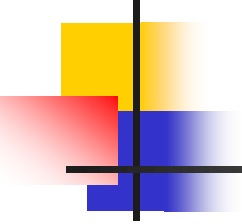
INCOME DECLINES

- Not attributable to consumption drop
- U of A does study
- \$80 to 100 Million lost/yr
- Min of \$5 million lost by BTCD/yr
- Biggest losses by AHCCS & First Things First



LOSSES ATTRIBUTED TO:

- Enforcement (spotty & no teeth)
- Black Market (smuggling, counterfeit stamps & product)
- Tribal sales
- Internet sales



TRUST ELECTS TO FOCUS
ON LICENSING
TO STRENGTHEN
ENFORCEMENT &
PREVENT SALES TO YOUTH



3 STRATEGIES CONSIDERED OR TRIED

- Voluntary transition
- Legislative approach
- Grass Roots approach



CURRENT PROGRESS

- BTCD needed to step back
- Voluntaries step in to take control
- National alliances made for support, assistance and expertise
- Political strategy developed & evolving